

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR PRODUCT
TRACKING IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK**

ABSTRACT

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A system, method and computer program product are disclosed for product tracking in a supply chain management framework. Data is received from a plurality of outlets of a supply chain utilizing a network. The received data relates to an amount of products sold by the outlets. Electronic order forms are generated based on the data for ordering

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products from a distributor of the supply chain. The electronic order forms indicate an amount of the products ordered by each outlet. An amount and a location of the products are tracked utilizing the data and the forms.